

AMENDMENTS

In the Claims

The following is a marked-up version of the claims with the language that is underlined ("____") being added and the language that contains strikethrough ("—") being deleted:

1.–20. (Canceled)

21. (Currently Amended) A system for communicating information about an a ~~an~~ previously viewed advertisement, comprising:

logic in an advertisement content server configured to receive advertisement information associated with a plurality of advertisers;

logic in the advertisement content server configured to store the information as records within defined fields;

logic in the advertisement content server configured to provide at least one registration option for the user to register, the at least one registration option including at least one field for receiving information regarding the user, the information regarding the user including at least one of the following: an address of the user, a radio station to which the user listens, and a television station that the user watches;

logic in the advertisement content server configured to provide, to a user, a search window that includes a plurality of search fields, the plurality of search fields configured to receive user-defined search criteria, the plurality of search fields including a first search field configured to facilitate a search of a predetermined first criteria, the first criteria being about the previously viewed advertisement, the previously viewed advertisement being broadcast by a broadcast media outlet, the plurality of search fields including a second search field configured to facilitate a search of a predetermined second criteria, ~~the second criteria being about the~~

user; the plurality of search fields including a key field configured to facilitate a search across the first search field and the second search field;

logic in the advertisement content server configured to receive a search request for the previously viewed advertisement from the user, the search request including at least one first term associated with the first criteria and at least one second term associated with the second criteria;

logic in the advertisement content server configured to receive the information regarding the user;

logic in the advertisement content server configured to perform a search function according to the at least one search ~~term~~; term to determine a plurality of potential advertisements;

logic in the advertisement content server configured to ~~compare the at least one first term with the at least one second term to provide the user with a limited set of media outlets~~ limit the potential advertisements based on the received information regarding the user to determine a source of the advertisement;

logic in the advertisement content server configured to transmit to the user at least a portion of information resulting from the search function; and

logic in the advertisement content server configured to maintain a log for each record retrieval event for each record, wherein the data associated with the log is made available to the broadcast media outlet that broadcast the advertisement to determine popularity of the broadcast media outlet.

22. (Previously Presented) The system of claim 21, wherein the system is configured to perform at least one of the following:

provide at least one advertiser access to the information via the Internet; and

provide at least one advertiser with access to the information via a remote database client.

23. (Canceled)

24. (Previously Presented) The system of claim 21, wherein at least one field includes at least one of the following:

broadcaster identification information; and

advertiser identification information.

25. (Canceled)

26. (Previously Presented) The system of claim 21, wherein the system is configured to charge a fee for accessing the information.

27. (Previously Presented) The system of claim 21, wherein the advertisement information includes unpublished advertisements available through the advertisement content server.

28. (Currently Amended) A method for communicating information about an previously viewed advertisement, comprising:

receiving, by a computing device, advertisement information associated with a plurality of advertisers;

storing, by a computing device, the information as records within defined fields;

providing at least one registration option for the user to register, the at least one registration option including at least one field for receiving information regarding the user, the information regarding the user including at least one of the following: an address of the user, a radio station to which the user listens, and a television station that the user watches;

providing, by a computing device, to a user, a search window that includes a plurality of search fields, the plurality of search fields configured to receive user-defined search criteria, the plurality of search fields including a first search field configured to facilitate a search of a predetermined first criteria, the first criteria being about the previously viewed advertisement, the previously viewed advertisement being broadcast by a broadcast media outlet, the plurality of search fields including a second search field configured to facilitate a search of a predetermined second criteria, ~~the second criteria being about the user~~, the plurality of search fields including a key field configured to facilitate a search across the first search field and the second search field;

receiving, by a computing device, a search request from the user, the search request for the previously viewed advertisement including at least one first term associated with the first criteria and at least one second term associated with the second criteria;

receiving the information regarding the user;

performing a search function, by a computing device, according to the at least one search ~~term~~; term to determine a plurality of potential advertisements;

~~comparing, by a computing device, the at least one first term with the at least one second term to provide the user with a limited set of media outlets~~ limiting the potential advertisements based on the received information regarding the user to determine a source of the advertisement;

transmitting, by the computing device, at least a portion of information resulting from the search function to the user; and

maintaining a log for each record retrieval event for each record, wherein the data associated with the log is made available to the broadcast media outlet that broadcast the advertisement to determine popularity of the broadcast media outlet.

29. (Previously Presented) The method of claim 28, further comprising providing at least one of the following:

at least one advertiser access to the information via the Internet; and

at least one advertiser access to the information via a remote database client.

30. (Canceled)

31. (Previously Presented) The method of claim 28, wherein at least one field includes at least one of the following:

broadcaster identification information; and

advertiser information.

32. (Canceled)

33. (Previously Presented) The method of claim 28, further comprising:

charging, at a computing device, the at least one advertiser a fee for accessing the information; and

receiving, at a computing device, unpublished advertisements available through the advertisement content server.

34. (Canceled)

35. (Currently Amended) A computer readable medium for communicating information about ~~an~~ previously viewed advertisement, comprising:

logic at a computing device configured to instruct a programmable device to receive advertisement information associated with a plurality of advertisers;

logic executable by the computing device configured to instruct a programmable device to store the information as records within defined fields;

logic executable by the computing device configured to instruct a programmable device to provide at least one registration option for the user to register, the at least one registration option including at least one field for receiving information regarding the user, the information regarding the user including at least one of the following: an address of the user, a radio station to which the user listens, and a television station that the user watches;

logic executable by the computing device configured to instruct a programmable device to provide, to a user, a search window that includes a plurality of search fields, the plurality of search fields configured to receive user-defined search criteria, the plurality of search fields including a first search field configured to facilitate a search of a predetermined first criteria, the first criteria being about the previously viewed advertisement, the previously viewed advertisement being broadcast by a broadcast media outlet, the plurality of search fields

including a second search field configured to facilitate a search of a predetermined second criteria, ~~the second criteria being criteria about the user~~, the plurality of search fields including a key field configured to facilitate a search across the first search field and the second search field;

logic executable by the computing device configured to instruct a programmable device to receive a search request, request for the previously viewed advertisement, the search request including at least one first term associated with the first criteria and at least one second term associated with the second criteria;

logic executable by the computing device configured to instruct a programmable device to receive the information regarding the user;

logic executable by the computing device configured to instruct a programmable device to perform a search function according to the received ~~terms~~; terms to determine a plurality of potential advertisements;

logic executable by the computing device configured to instruct a programmable device to ~~compare, the at least one first term with the at least one second term to provide the user with a limited set of media outlets~~ limit the potential advertisements based on the received information regarding the user to determine a source of the advertisement; and

logic executable by the computing device configured to instruct a programmable device to transmit to the user at least a portion of information resulting from the search function; and

logic executable by the computing device configured to maintain a log for each record retrieval event for each record, wherein the data associated with the log is made available to the broadcast media outlet that broadcast the advertisement to determine popularity of the broadcast media outlet.

36. (Previously Presented) The computer readable medium of claim 35, further comprising logic executable by the computing device configured to instruct a programmable device to provide at least one advertiser access to the information via at least one of the following: the Internet and a remote database client.

37. (Previously Presented) The computer readable medium of claim 35, wherein at least one field includes at least one of the following:

broadcaster identification information; and
advertiser identification information.

38. (Canceled)

39. (Previously Presented) The computer readable medium of claim 35, further comprising logic executable by the computing device configured to instruct a programmable device to charge a fee for accessing the information.

40. (Previously Presented) The computer readable medium of claim 35, wherein the advertisement information includes unpublished advertisements available through the advertisement content server.

41. (Previously Presented) The system of claim 21, wherein the criteria associated with the user includes an address of the user.

42. – 45. (Canceled)

46. (Previously Presented) The system of claim 21, further comprising, logic configured to provide to the advertiser, information to identify at least one preferable time slot, media outlet, and market saturation.

47. (Previously Presented) The system of claim 21, wherein at least a portion of the data associated with the log is provided to the advertiser as a market saturation indicator.